

# Cost reduction and control

Manual process	CI/CD
Resources are acquired and released manually. This introduces a risk of using too much resources or not releasing resources that are no longer needed.	Resources are acquired and released automatically and on-demand. There is no cost related to using too much resources or paying for idle resources.
The cost of providing a quality assurance is high and hard to get a precise insight of.	Costs are lower and very clear to reason about.

# Quality improvement

Manual process	CI/CD
To ensure quality of the software product, tests need to be run manually. This introduces a risk of omission and allows ignoring the results.	Tests are run automatically after every change. The deployment is not carried out in case of a test failure. This guarantees the best quality of a product.
Bug fixes need to go through entire manual process to be delivered to production which takes a lot of time.	Lead time for a bugfix is much shorter which results in lower exposure of a bug to users.

# Security improvement

Manual process	CI/CD
Build, tests and deployment, when done manually introduce multiple security risk points in the process.	All steps in the process are guaranteed to be the same and to be executed every time a new change is delivered.
Manual process leaves opportunity for deliberate or accidental introduction of security issues.	Because the process is carried out by machines, there is no opportunity to introduce security issues.
Security issue fixes need to go through the entire manual process to be delivered to production which takes a lot of time.	Time from a fix to production delivery is much shorter which makes the product more secure.

# Easier market acquisition

Manual process	CI/CD
Lead time for a new features is much longer as every change needs to go through manual process of testing,	Time to market for new features is much shorter which results in higher user satisfaction.
More time and energy are consumed on product development and operation.	Time saved by automation can be used to explore new ideas and improve existing features.